



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

CONTRACT

<u>Contract / Revision</u> 492048 /		<u>Alt Order #</u> 06303154
<u>Product</u> AFSCME		
<u>Contract Dates</u> 09/05/12 - 09/10/12		<u>Estimate #</u>
<u>Advertiser</u> AFSCME		<u>Original Date / Revision</u> 08/31/12 / 08/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Campaign Group
1600 Locust St.
Philadelphia, PA 19103

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	09/05/12	09/10/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/05/12	09/11/12	M-WTF--				5	\$450.00			
N 2	KVVU	09/05/12	09/10/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	5	\$4,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/05/12	09/11/12	M-WTF--				5	\$825.00			
N 3	KVVU	09/05/12	09/10/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/05/12	09/11/12	M-WTF--				5	\$750.00			
N 4	KVVU	09/05/12	09/10/12	More M-F 9-10a	M-F 9a-10a		:30			NM	5	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/05/12	09/11/12	M-WTF--				5	\$215.00			
N 5	KVVU	09/05/12	09/10/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/05/12	09/11/12	M-WTF--				5	\$225.00			
N 6	KVVU	09/05/12	09/10/12	M-F 1-2pm	1-2pm		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/05/12	09/11/12	M-WTF--				3	\$175.00			
N 7	KVVU	09/05/12	09/10/12	M-F 2-3p	2-3p		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/05/12	09/11/12	M-WTF--				5	\$250.00			
N 8	KVVU	09/05/12	09/10/12	Anderson	3-4p		:30			NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/05/12	09/11/12	M-WTF--				3	\$275.00			
N 9	KVVU	09/05/12	09/10/12	The Dr.Oz Show	4-5p		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/05/12	09/11/12	M-WTF--				3	\$350.00			
N 10	KVVU	09/05/12	09/10/12	Fox 5 News at 5	5-530p		:30			NM	3	\$1,755.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/05/12	09/11/12	M-WTF--				3	\$585.00			
N 11	KVVU	09/05/12	09/10/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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492048 /	06303154

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/05/12 - 09/10/12	AFSCME	

<u>Advertiser</u>	<u>Original Date / Revision</u>
AFSCME	08/31/12 / 08/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/05/12	09/11/12	M-WTF--				3	\$600.00			
N 12	KVVU	09/05/12	09/10/12	Fox 5 News at 6pm	M-F 6-630pm		:30			NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/05/12	09/11/12	M-WTF--				3	\$525.00			
N 13	KVVU	09/05/12	09/10/12	MORE Access	630-7pm		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/05/12	09/11/12	M-WTF--				3	\$400.00			
N 14	KVVU	09/05/12	09/10/12	Extra	M-F 7-730p		:30			NM	5	\$2,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/05/12	09/11/12	M-WTF--				5	\$575.00			
N 15	KVVU	09/05/12	09/10/12	TMZ	730-8p		:30			NM	5	\$4,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/05/12	09/11/12	M-WTF--				5	\$825.00			
N 16	KVVU	09/05/12	09/10/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	10	\$17,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/05/12	09/11/12	M-WTF--				10	\$1,725.00			
N 17	KVVU	09/08/12	09/08/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-----1-				1	\$950.00			
N 18	KVVU	09/09/12	09/09/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-----1				1	\$1,575.00			
N 19	KVVU	09/09/12	09/09/12	Sports Plus Su 1045p	1045p-11p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-----1				1	\$1,000.00			
N 20	KVVU	09/09/12	09/09/12	NFL Late Game	NFL Late Game		:30			NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-----1				1	\$6,500.00			
N 21	KVVU	09/08/12	09/08/12	NCAA Football Late Game	NCAA Football Lat		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-----1-				1	\$2,000.00			
N 22	KVVU	09/09/12	09/09/12	Criminal Minds	Sun 11p-12am		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-----1				1	\$225.00			
N 23	KVVU	09/09/12	09/09/12	NFL Pre-Game Show	NFL Sa-Su 8a-6p		:30			NM	1	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-----1				1	\$1,925.00			
N 24	KVVU	09/09/12	09/09/12	NFL Early Game	NFL Early Game		:30			NM	1	\$5,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-----1				1	\$5,800.00			
Totals											79	\$66,530.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/10/12	79	\$66,530.00	\$56,550.50
Totals	79	\$66,530.00	\$56,550.50

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<u>Advertiser</u>	<u>Original Date / Revision</u>
AFSCME	08/31/12 / 08/31/12

Signature: _____ **Date:** _____

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AUG31/12 15.10
*** KVVU-TV ***

SALES PRSN PH- TERESA DI FURIA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			500A-600A	30		\$450.00	9/5	9/10	5		W-F,M	5
	PROGRAM : NEWS											
	RA35+ : 1.3											
2			600A-700A	30		\$825.00	9/5	9/10	5		W-F,M	5
	PROGRAM : NEWS											
	RA35+ : 1.6											
3			700A-900A	30		\$750.00	9/5	9/10	5		W-F,M	5
	PROGRAM : NEWS											
	RA35+ : 2.1											
4			900A-1000A	30		\$215.00	9/5	9/10	5		W-F,M	5
	PROGRAM : MORE LAS VEGAS											
	RA35+ : 1.2											

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
5			1000A-1100A	30		\$225.00	9/5	9/10	5		W-F,M	5
PROGRAM : DR OZ												
RA35+ : 1.1												
6			100P-200P	30		\$175.00	9/5	9/10	3		W-F,M	3
PROGRAM : DAYTIME												
RA35+ : 1.0												
7			200P-300P	30		\$250.00	9/5	9/10	5		W-F,M	5
PROGRAM : KATIE												
RA35+ : 1.3												
8			300P-400P	30		\$275.00	9/5	9/10	3		W-F,M	3
PROGRAM : ANDERSON COOPER												
RA35+ : 0.8												
9			400P-500P	30		\$350.00	9/5	9/10	3		W-F,M	3
PROGRAM : DR OZ												
RA35+ : 1.2												
10			500P-530P	30		\$585.00	9/5	9/10	3		W-F,M	3
PROGRAM : NEWS												
RA35+ : 1.6												
11			530P-600P	30		\$600.00	9/5	9/10	3		W-F,M	3
PROGRAM : NEWS												
RA35+ : 2.0												
12			600P-630P	30		\$525.00	9/5	9/10	3		W-F,M	3
PROGRAM : NEWS												
RA35+ : 1.6												
13			630P-700P	30		\$400.00	9/5	9/10	3		W-F,M	3
PROGRAM : MORE ACCESS												
RA35+ : 2.8												
14			700P-730P	30		\$575.00	9/5	9/10	5		W-F,M	5
PROGRAM : EXTRA												
RA35+ : 1.5												

REP HEADLINE# 6303154
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100
ORDER WORKSHEET

FAX# 610-225-1191
HARRIS REPORT FROM REP

AUG31/12 15.10
*** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
15			730P-800P PROGRAM : TMZ RA35+ : 2.2	30		\$825.00	9/5	9/10	5		W-F,M	5
16			1000P-1100P PROGRAM : NEWS RA35+ : 3.7	30		\$1,725.00	9/5	9/10	10		W-F,M	10
17			1000P-1100P PROGRAM : NEWS RA35+ : 3.0	30		\$950.00	9/8	9/8	1		SAT	1
18			1000P-1045P PROGRAM : NEWS RA35+ : 4.0	30		\$1,575.00	9/9	9/9	1		SUN	1
19			1045P-1100P PROGRAM : SPORTS EXTRA RA35+ : 3.2	30		\$1,000.00	9/9	9/9	1		SUN	1
20			100P-400P PROGRAM : NFL RA35+ : 9.1	30		\$6,500.00	9/9	9/9	1		SUN	1
21			100P-900P PROGRAM : COLLEGE FOOTBALL RA35+ : 5.0	30		\$2,000.00	9/8	9/8	1		SAT	1
22			1100P-1200M PROGRAM : CRIMINAL MINDS RA35+ : 1.0	30		\$225.00	9/9	9/9	1		SUN	1
23			900A-1000A PROGRAM : NFL RA35+ : 5.0	30		\$1,925.00	9/9	9/9	1		SUN	1
24			1000A-100P PROGRAM : NFL RA35+ : 10.2	30		\$5,800.00	9/9	9/9	1		SUN	1

REP HEADLINE# 6303154
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HARRIS REPORT FROM REP
AUG31/12 15.10
*** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

SEP/12 66530.00

CONTRACT TOTAL 66530.00
TOTAL SPOTS 79

MARKET TOTALS \$190,085 KVVU 35% KSNV 25% KLAS 21% KTNV 15% KVMY 1% KVCW 3% CABL 0%
KTUD 0%

SVC- NSI
DEMOS- RA35+*